

DECISIONFLOW

Deliver Phase Overview

Executing the Conditional Scale decision through controlled product, AI, customer, and operational delivery

DELIVER PHASE | Version 1.0 | Illustrative 90-day controlled-scale program

EVIDENCE & PUBLISHING INTEGRITY

This public portfolio edition distinguishes actual evidence, assumed continuity steps, simulated case-study outcomes, targets, and recommendations. Simulated customers, commercial results, benchmarks, incidents, quotations, and later-lifecycle outcomes are illustrative and must not be interpreted as results from a live commercial product. Evidence labels are retained throughout the package to support transparent and responsible interpretation.

Document Control

Control	Definition
Document code	DEL-00
Version / status	2.0 — Final Public Portfolio Edition — Simulated Delivery Scenario
Baseline / author	14 July 2026 - Min Thu Kyaw
Lifecycle continuity	Actual MVP -> DEV-06 assumed productionization -> simulated launch -> Conditional Scale -> Deliver phase.
Delivery decision	Execute a 90-day controlled-scale program; keep collaboration, integrations, richer ingestion, and enterprise features evidence-gated.
Evidence rule	Actual, assumed, simulated, target, and recommendation statements are explicitly separated.

Actual Project Artifacts

Artifact	Reference
Low-Fidelity Prototype	View prototype
High-Fidelity Prototype	View prototype
MVP Frontend Repository	Open repository
MVP Backend Repository	Open repository

Contents

01	Delivery mandate and lifecycle position
02	Qualification conditions translated into work
03	Integrated operating model
04	Delivery results scorecard
05	Scope discipline and deferred capabilities
06	Benefits and residual constraints
07	Final delivery recommendation
08	Document set map

Delivery Mandate and Lifecycle Position

The Deliver phase converts the Qualify-phase Conditional Scale decision into a governed 90-day execution program. The objective is not to add every requested capability. It is to improve repeat value, AI accountability, unit economics, and operational capacity inside the validated individual decision workflow before increasing investment or widening scope.

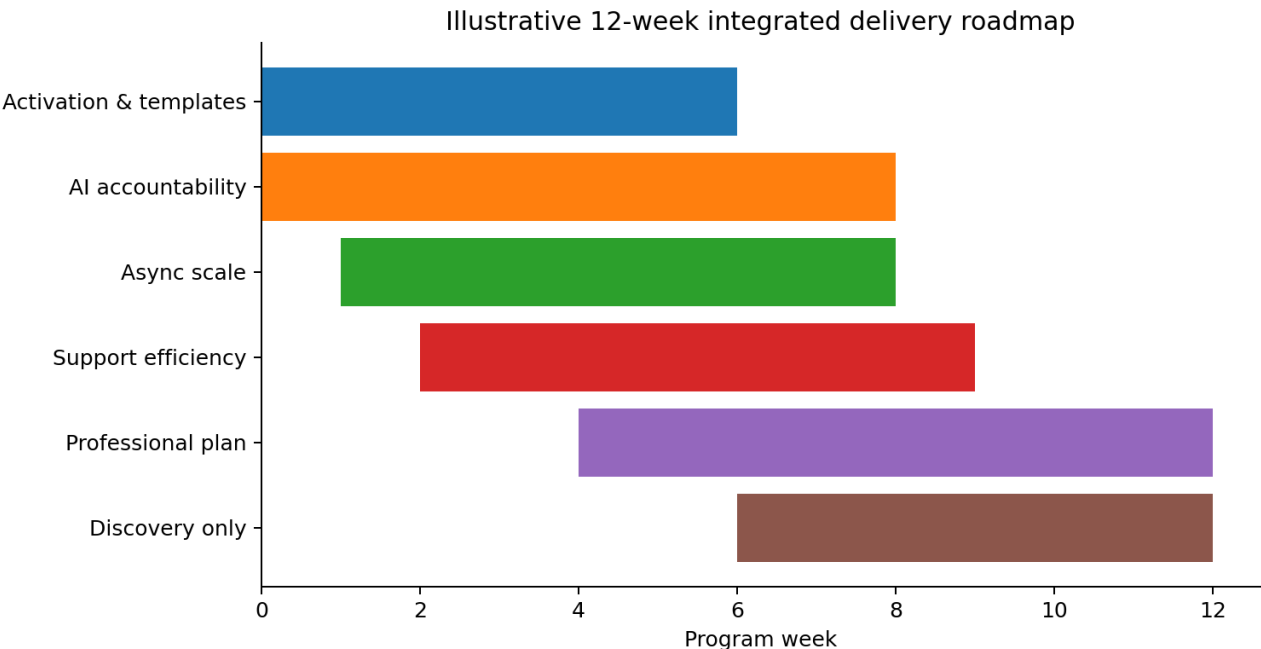
Delivery thesis - Scale the evidence-supported core, remove the constraints identified during qualification, and keep collaboration, integrations, richer ingestion, and enterprise administration in discovery until separate evidence and release gates are satisfied.

Lifecycle phase	Decision produced	Deliver-phase implication
Develop	Working MVP plus explicit release gaps	Do not hide the actual implementation baseline.
DEV-06	Assumed production-ready v1.0 core release candidate	Use only the capabilities documented in the bridge.
Launch	Simulated controlled commercial release	Treat launch metrics as a baseline, not proof of unrestricted scale.
Qualify	Conditional Scale	Fund a capped program with measurable exit conditions.
Deliver	Continue, accelerate, correct, pause, pivot, or stop	Evaluate benefits, operating discipline, and remaining risk.

Qualification Conditions Translated into Work

Qualification condition	Baseline	Delivery target	Simulated result	Status
Week-24 activated-user retention	49.3%	>=55%	56.4% (62/110)	Pass
Owner and due-date accuracy	90.1% / 87.8%	>=90% each	92.3% / 91.2%	Pass
Confidence calibration ECE	0.12	<=0.10	0.08	Pass
40 concurrent AI jobs	56s p95; 1.9% failures	<=45s; <1%	39s; 0.7%	Pass
Support-adjusted contribution	47%	>=55%	58%	Pass
Paying accounts and retention	8 accounts	>=15; >=80% logo retention	15; 86.7%	Pass
Observed CAC payback	Modeled 6.9m	<=12m observed	9.8m	Pass with small sample

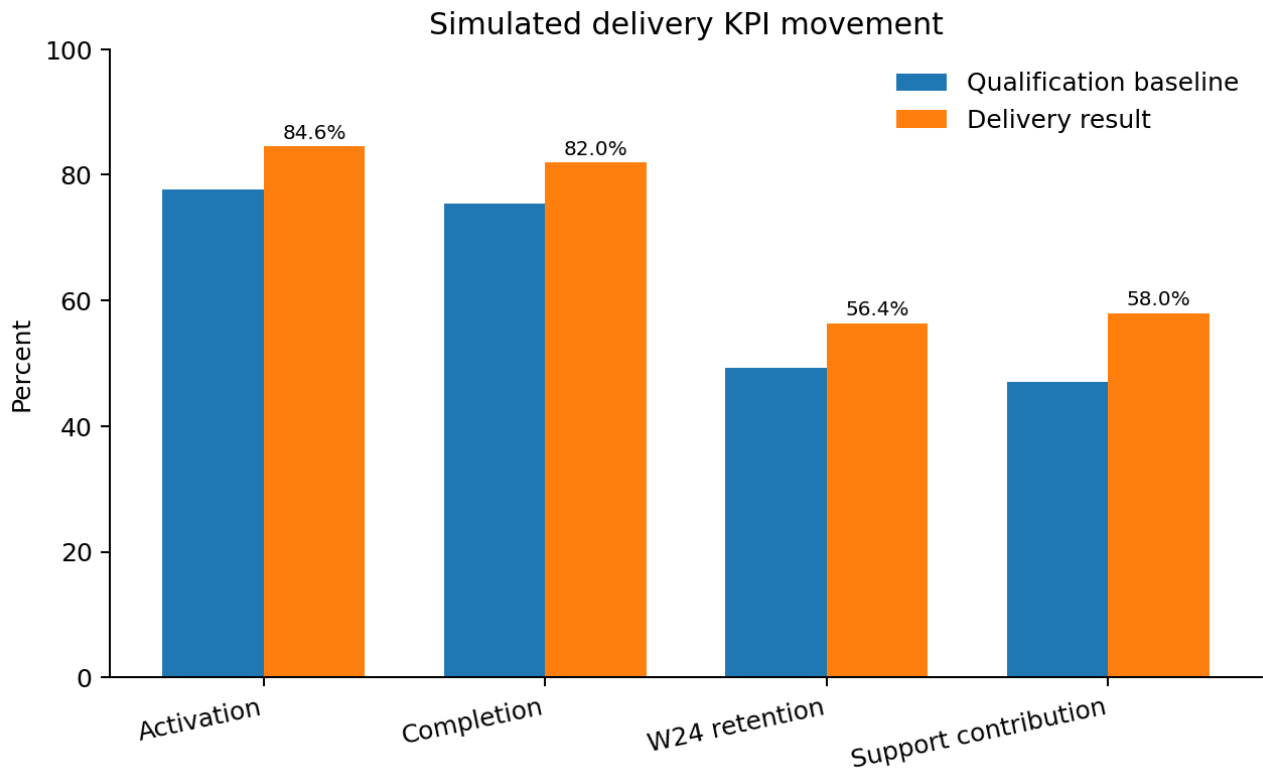
Integrated Operating Model



Integrated delivery roadmap

Workstream	Accountable role	Primary output	Release gate
Activation and retention	Product Manager	Templates, second-decision journey, retrieval onboarding	Cohort retention and task success
AI accountability	AI/Backend Lead	Owner/date improvements, calibration, provenance regression suite	AI evaluation gates
Scale architecture	Platform Lead	Queue, idempotency, back-pressure, provider health	40-job load gate
Support efficiency	Product + Customer Success	Self-service onboarding and privacy-safe diagnostics	Contribution margin >=55%
Professional plan	Product + Commercial	Packaging, billing, and controlled channel evidence	Retention and payback
Discovery only	Product Manager	Export/webhook and collaboration evidence	No build without separate decision

Delivery Results Scorecard



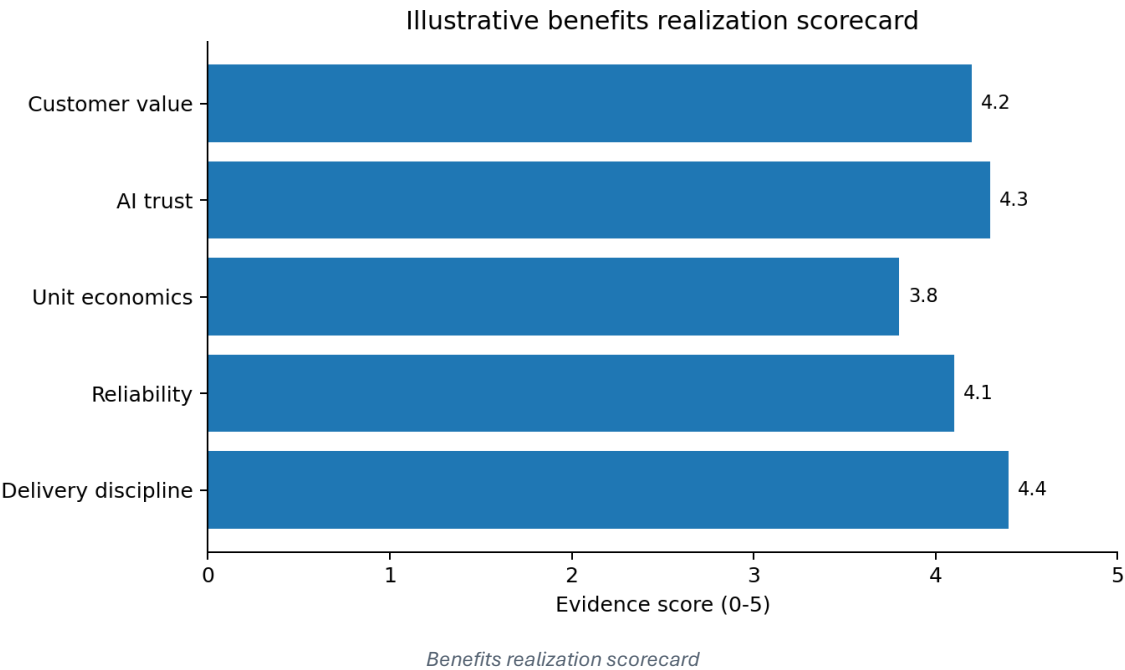
Delivery KPI movement

Outcome area	Qualification baseline	Simulated delivery result	Assessment
Activation	77.7%	84.6%	Guided examples and templates improve first value.
Start-to-finalize completion	75.4%	82.0%	Fewer workflow stalls and clearer next actions.
Week-24 retention	49.3%	56.4%	Passes controlled-scale condition; still below broad PMF confidence.
AI accountability	Due date 87.8%; ECE 0.12	Due date 91.2%; ECE 0.08	Quality and calibration gates pass.
AI operations	31s p95; \$0.38 variable cost	27s; \$0.29	Model routing and prompt efficiency improve economics.
Support-adjusted contribution	47%	58%	Self-service changes pass the scale gate.
40-job load profile	56s; 1.9% failures	39s; 0.7%	Controlled-growth capacity passes.

Scope Discipline and Deferred Capabilities

Delivered or validated in program	Still discovery / post-delivery
Individual Starter and Professional workflows; paste/TXT intake; templates; improved accountability fields; asynchronous AI jobs; cost-aware routing; self-service onboarding; operational dashboards.	Shared workspaces, roles, comments, approvals, PDF/DOCX ingestion, Slack/Teams/Jira/Linear integrations, SSO, enterprise retention controls, multilingual commercial claims.
Export and webhook concepts may be tested as prototypes.	No native integration or collaboration launch without a new evidence gate.

Benefits and Residual Constraints



- The individual decision workflow has stronger repeated value in the Product Manager and founder beachhead.
- AI accountability and calibration improve without removing mandatory human approval.
- Asynchronous processing supports the 40-job controlled-growth gate, but the 80-job profile remains outside the approved operating boundary.
- Support-adjusted contribution passes its gate, but commercial evidence still depends on a limited cohort and focused acquisition model.
- Collaboration demand is strong enough for continued discovery, not enough for general availability.

Final Delivery Recommendation

Delivery decision - CONTINUE CONTROLLED SCALE. Maintain the individual product scope, expand the qualified beachhead cautiously, preserve human oversight, and run another evidence gate before broader acquisition or multi-user product investment.

1. Increase the controlled customer ceiling only within the tested operational and support capacity.
2. Continue retention, model calibration, cost, and provider-resilience work as permanent operating responsibilities.
3. Advance collaboration and integrations only through discovery prototypes and quantified conversion or retention experiments.
4. Do not position DecisionFlow as enterprise-ready until security, administration, tenancy, and compliance requirements are independently qualified.

Document Set Map

Code	Document	Primary question
DEL-00	Deliver Phase Overview	How was Conditional Scale translated into controlled execution?
DEL-01	Product Delivery Strategy and Integrated Roadmap	What outcomes, releases, and boundaries guide delivery?
DEL-02	Delivery Backlog, Release and Dependency Plan	What is being built, in what order, and under which gates?
DEL-03	Product Operations and Governance Playbook	How are evidence, decisions, changes, and risks governed?
DEL-04	AI Operations and Model Governance Report	How is AI quality, cost, provenance, and change controlled?
DEL-05	Customer Success and Service Delivery Plan	How do customers activate, realize value, and receive support?
DEL-06	Reliability, Security and Service Operations Report	How is sustained service delivery operated safely?
DEL-07	Benefits Realization and Delivery Review	What changed and what investment decision follows?

Evidence discipline: replace all simulated delivery values with observed, reproducible results before presenting them as actual product performance.